



WEWS

ORDER

Print Date 09/28/12

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Flight Dates **09/28/12-10/05/12**

Contract / Revision **312896 / 20- RNC 9.28-10-5.12**

Original Date / Revision
09/27/12 09/27/12 Agency Com 15%

Advertiser **Republican National Commi**
815 Slaters Lane
Alexandria, VA 22314

Agency **National Media Inc**

Buying Contact

815 Slaters Lane
Alexandria, VA 22314

Sales Office EWSDC
Sales Region NAT
Agency Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Sep 00:20:00

Estimate # **3275**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	3	\$5,950.00	\$7,000.00	0.00
October 2012	17	\$37,740.00	\$44,400.00	0.00
Totals	20	\$43,690.00	\$51,400.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	3	\$5,950.00	\$7,000.00
10/01/12	10/05/12	17	\$37,740.00	\$44,400.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/02/12	10/05/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	- 1- 11- -	:30	3	\$1,800.00	P-1	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- 1- 11- -	3		\$1,800.00		0.00						
N 2	WEWS	10/01/12	10/03/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	1- 1- - - -	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00



WEWS

Print Date: 09/28/12

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Contract / Revision **312896** Flight Dates **09/28/12-10/05/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser **Republican National Comm** Product **20- RNC 9.28-10-5.12**

Estimate # **3275**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/01/12	10/03/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	1- 1- - - -	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	1- 1- - - -	2		\$3,000.00		0.00						
N 3	WEWS	09/30/12	09/30/12	SU 6-630p News SU 6-630p News	CM	6-630p	- - - - - S	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S	1		\$2,500.00		0.00						
N 4	WEWS	10/01/12	10/05/12	M-F 7-730p 7-730p The List	CM	7-730p	1 1 1 1 - -	:30	5	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	1 1 1 1 - -	5		\$2,500.00		0.00						
N 5	WEWS	09/28/12	10/05/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	1 1 1 1 - -	:30	5	\$2,500.00	P-1	0.00	NM	6	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - 1 - -	1		\$2,500.00		0.00						
Week:		10/01/12	10/07/12	1 1 1 1 - -	5		\$2,500.00		0.00						
N 6	WEWS	10/01/12	10/03/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	1- 1- - - -	:30	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	1- 1- - - -	2		\$4,000.00		0.00						
N 7	WEWS	09/29/12	09/29/12	SA 1135-1150p Sports Sports Saturday late	CM	1130p-1150p	- - - - - S-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S-	1		\$2,000.00		0.00						
Totals														20	\$51,400.00